IN THE CLAIMS:

Please consider the claims as follows:

Claims 1-30 (Canceled)

31.   (New) A method for presenting targeted advertisements to a plurality of subscribers, comprising:

collecting demographic information of each one of said plurality of subscribers;

presenting a television program on a first channel to each one of said plurality of subscribers;

matching a targeted advertisement to each one of said plurality of subscribers viewing said television program based upon said demographic information of each respective subscriber; and

tuning each subscriber to a targeted advertisement on a different channel than said first channel, wherein two or more of said plurality of subscribers are tuned to a different targeted advertisement channel.

32.   (New) The method of claim 31, wherein said collecting demographic information comprises:

learning from each one of said plurality of subscribers' choices or interactive selections.

33.   (New) The method of claim 31, wherein said tuning comprises:

offering a subscriber of said plurality of subscribers a plurality of targeted advertisements; and

receiving a selection from said subscriber of one of said plurality of targeted advertisements.

34.   (New) An apparatus for presenting targeted advertisements to a plurality of subscribers, comprising:

means for collecting demographic information of each one of said plurality of subscribers;

means for presenting a television program on a first channel to each one of said plurality of subscribers;

means for matching a targeted advertisement to each one of said plurality of subscribers viewing said television program based upon said demographic information of each respective subscriber; and

means for tuning each subscriber to a targeted advertisement on a different channel than said first channel, wherein two or more of said plurality of subscribers are tuned to a different targeted advertisement channel.

35.   (New) The method of claim 34, wherein said means for collecting demographic information comprises:

means for learning from each one of said plurality of subscribers' choices or interactive selections.

36.   (New) The method of claim 34, wherein said means for tuning comprises:

means for offering a subscriber of said plurality of subscribers a plurality of targeted advertisements; and

means for receiving a selection from said subscriber of one of said plurality of targeted advertisements.